AQA

Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____
I declare this is my own work.

AS
BUSINESS

Paper 2 Business 2

Thursday 21 May 2020 Afternoon Time allowed: 1 hour 30 minutes

Materials
For this paper you must have:
- the Insert (enclosed)
- a calculator.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this answer book. Cross through any work you do not want to be marked.

Information
- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	

Do not write outside the box

Answer **all** questions.

Read the **source** in the **Insert**.

0 1 Using the data in **Figure 1**, calculate the average weekly capacity utilisation in 2019.

[3 marks]

Answer

Workings

3

0 2 The income elasticity of demand for Parkside Theatre cinema tickets is +1.5.

Explain why this information is important for Parkside Theatre.

[4 marks]

Extra space

4

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0 3 Explain **one** ethical issue that the managers needed to consider when starting 'Our Place'.

[3 marks]

Extra space

3

Turn over for the next question

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0 4 Parkside Theatre faces fluctuating demand for its cinema.

Analyse why this might make it difficult for Lorna to meet her cash flow objective.

[9 marks]

Extra space

9

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0 5 The board of directors insisted on Lorna using scientific decision-making techniques before investing in 'Our Place'.

Analyse why.

[9 marks]

Extra space

9

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0 6 Was Lorna right to choose 'price skimming' to set the price for the hiring of the 'Our Place' meeting room? Justify your answer.

[16 marks]

Do not write outside the box

Extra space

16

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0 7 To what extent should the directors of Parkside Theatre be concerned about poor staff retention figures in the 'Our Place' section of the business? Justify your view.

[16 marks]

Do not write outside the box

Extra space

16

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0 8 'Decisions of managers have a bigger influence on the demand for the products of any business than changes in the external environment.'

Do you agree? Justify your view.

[20 marks]

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Extra space

Do not write outside the box

END OF QUESTIONS

20

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There are no questions printed on this page

DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED

Do not write outside the box

Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**

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Question number	**Additional page, if required.** **Write the question numbers in the left-hand margin.**

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